

# COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

SECOND REPORT FOR JUNE, 1986

	EVENING 7:00–11:00 PM										
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	AN 25– 30 Min.	AN 55– 60 Min.	7:00– 9:00 PM	9:00– 11:00 PM(2)	AN 7:00–11:00 PM Regular Special(3) Total(3)
HOUSEHOLDS % AVG. AUD.	10.2	12.3	12.9	10.6		10.3	12.7	11.3	10.8	11.6	
NO. OF PROGRAMS†	9	14	29	7	IFR	9	30	35	32	42	74 5 79

	EVENING 6:00–7:00PM		MONDAY–FRIDAY 11:30–1:00AM		WEEKDAY DAYTIME 7:00AM–4:30PM				WEEKEND DAYTIME			
	Informational(1)				Quiz & Aud. Partic.(1)	Adult 7:00– 10:00AM	10:00AM– 1:00PM	1:00– 4:30PM	10:00AM– 4:30PM	Chil- dren's(1)	Sports Regular Special(3) Total(3)	
HOUSEHOLDS % AVG. AUD.	6.4	9.8	4.6	6.6	5.2	4.0	4.7	6.8	5.9	4.1	4.5	4.5
NO. OF PROGRAMS†	6	3	7	13	9	6	14	11	25	26	7 9 16	16

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30–9:30PM AND 8:30–10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

## NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JUNE 22, 1986

### NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	BILL COSBY SHOW	24.7	21,220	9	20/20	16.1	13,830
2	FAMILY TIES	24.0	20,620	10	WHO'S THE BOSS?	16.0	13,740
3	CHEERS	22.0	18,900	11	MOONLIGHTING	15.4	13,230
4	NIGHT COURT#	21.2	18,210	11	227#	15.4	13,230
5	ALL IS FORGIVEN–SPEC.(S)	18.6	15,980	13	MURDER, SHE WROTE	15.3	13,140
6	ME & MRS. C#	18.0	15,460	14	KATE & ALLIE	15.0	12,890
7	GOLDEN GIRLS	17.8	15,290	14	MIAMI VICE	15.0	12,890
8	GROWING PAINS	16.6	14,260	16	REMINGTON STEELE	14.8	12,710

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME														T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME														T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK # DAY START TIME DUR NET TYPE														WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK # DAY START TIME DUR NET TYPE														WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
•EVENING																																													
A TEAM TUE. 8.00P 60 NBC A 34														197	192	98	95	A	9.4	18	807	ABC WRLD NWS TONITE-SA(B) 117 73 A 3.6 10 309																							
																		B	15.7	24	1349	1 SAT. 6.30P 30 ABC N 32 161 84 A 4.0 10 344																							
ABC BUSINESS BRIEF-MON 1 MON. 8.58P 1 ABC N 17														185		89		A	7.0	13	601	ABC WRLD NEWS TONIGHT-SUN 2 SUN. 6.30P 30 ABC N B 7.3 14 627																							
ABC BUSINESS BRIEF-WED 1 WED. 9.33P 1 ABC N 34														190	189	89	89	A	11.1	20	953	ABC WRLD NWS TONITE-SU(B) 1 SUN. 6.33P 27 ABC N 97 54 A 2.9 8 249																							
2 WED. 8.57P 2																		B	14.5	22	1246	AIRWOLF 1 WED. 9.05P 60 CBS A 2 203 198 97 98 A 7.8 14 670																							
ABC BUSINESS BRIEF-FRI 1 FRI. 8.42P 1 ABC N 35														184	181	87	87	A	10.5	23	902	2 WED. 9.00P 60 B 7.8 14 670																							
ABC COMEDY SPECIAL FRI. 9.30P 30 ABC CS 3														182	192	90	95	A	8.3	16	713	ALFRED HITCHCOCK PRESENTS SUN. 8.30P 30 NBC SM 24 202 204 98 99 A 7.7 15 661																							
																		B	8.3	16	713	ALL IS FORGIVEN-SPEC(S) 1 THU. 9.30P 30 NBC CS 199 98 A 18.6 34 1598																							
ABC MONDAY NIGHT MOVIE 1 MON. 9.00P 120 ABC FF 19														202	204	96	97	A	9.6	17	825	AMAZING STORIES SUN. 8.00P 30 NBC GD 28 202 206 99 99 A 7.6 16 653																							
ABC NEWSBRIEF-MON 1 MON. 9.54P 2 ABC N 36														181	181	88	88	A	7.4	13	636	AMERICAN PORTRAIT 1 TU&TH 8.58P 1 CBS DO 91 196 198 92 95 A 14.5 22 1246																							
2 MON. 9.56P 1																		B	12.5	19	1074	2 MTUTH 8.58P 1 B 9.7 18 833																							
ABC NEWSBRIEF-TUE 1 TUE. 9.58P 1 ABC N 36														182	184	90	91	A	12.7	22	1091	BENSON SAT. 8.30P 30 ABC CS 19 194 198 98 98 A 6.3 14 541																							
ABC NEWSBRIEF-WED 1 WED. 10.33P 1 ABC N 36														180	186	88	90	A	14.1	22	1211	B 8.4 15 722																							
																		B	10.8	19	928																								
																		B	17.0	26	1460																								
2 WED. 9.58P 1																						BILL COSBY SHOW THU. 8.00P 30 NBC CS 37 212 214 98 99 A B 24.7 47 2122																							
ABC NEWSBRIEF-THU 1 THU. 9.58P 1 ABC N 36														183	181	89	90	A	7.6	14	653	BLACKIE'S MAGIC 1 WED. 9.30P 60 NBC SM 19 193 98 A 13.4 23 1151																							
ABC NEWSBRIEF-FRI 1 FRI. 9.58P 1 ABC N 36														165	176	80	89	A	11.5	18	988	BRIDGES TO CROSS 1 THU. 9.00P 60 CBS GD 5 202 99 B 14.7 23 1263																							
																		B	7.5	14	644	CAGNEY & LACEY MON. 10.00P 60 CBS OP 29 197 203 96 91 A 10.5 19 902																							
ABC NEWSBRIEF-SAT. 1 SAT. 10.01P 1 ABC N 36														178	177	91	90	A	8.1	13	696	CBS EVENING NEWS-RATHER M-F 6.30P 30 CBS N 184 207 207 99 99 B 10.5 17 902																							
2 SAT. 9.54P 1																		B	7.1	14	610	CBS EVENING NEWS-SUNDAY SUN. 6.00P 30 CBS N 26 187 185 90 87 A 12.2 21 1048																							
ABC NEWSBRIEF-SUN. 1 SUN. 10.04P 1 ABC N 36														183	183	90	90	A	10.0	18	859	CBS FRIDAY NIGHT MOVIES FRI. 9.00P 120 CBS FF 5 200 200 98 97 B 15.9 26 1366																							
2 SUN. 9.58P 1																		B	11.4	21	979	CBS SAT. NEWS-SCHIEFFER SAT. 6.30P 30 CBS N 29 179 177 93 90 A 10.2 22 876																							
ABC SATURDAY NIGHT MOVIE 1 SAT. 9.00P 120 ABC FF 3														201	196	99	97	A	14.5	22	1246	B 12.8 23 1100																							
ABC SPORTS UPDATE-SAT 1 SAT. 8.58P 1 ABC SN 34														183	186	92	92	A	8.0	16	687	CBS SATURDAY NIGHT MOVIE 1 SAT. 8.00P 120 CBS FF 2 201 195 97 97 A 6.7 17 576																							
																		B	8.6	17	739	B 8.3 17 713																							
ABC SPORTS UPDATE-SUN 1 SUN. 8.26P 1 ABC SN 36														194	194	93	93	A	5.6	12	481	A 8.1 16 696																							
2 SUN. 9.29P 1																		B	7.9	14	679	B 9.1 18 782																							
ABC SUNDAY NIGHT MOVIE 1 SUN. 9.00P 147 ABC FF 27														202	203	96	97	A	11.0	22	945	CBS SAT. NEWS-SCHIEFFER SAT. 6.30P 30 CBS N 29 179 177 93 90 A 7.2 19 618																							
2 SUN. 9.00P 120																		B	13.0	20	1117	B 8.3 17 713																							
ABC WORLD NEWS TONIGHT M-F 6.30P 30 ABC N 180														206	208	99	99	A	12.9	24	1108	CBS SATURDAY NIGHT MOVIE 2 SAT. 8.00P 180 2 201 195 97 97 A 8.1 17 696																							
ABC WRLD NEWS TONIGHT-SAT 2 SAT. 6.30P 30 ABC N 25															193	96		B	15.3	24	1314	B 8.1 17 696																							
																		A	9.4	20	807	CBS SUNDAY NIGHT MOVIE SUN. 9.00P 120 CBS FF 16 206 205 99 98 A 13.7 26 1177																							
																		B	11.2	20	962	CHARLIE & COMPANY 2 WED. 8.30P 30 CBS CS 1 193 96 B 19.2 30 1649																							
																		A	6.7	18	576	CHEERS THU. 9.00P 30 NBC CS 35 202 205 98 99 A 7.6 15 653																							
																		B	8.6	18	739	B 7.6 15 653																							

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2 SUN. NIGHT COURT 2 THU.	9.53P 9.30P	1 30	NBC CS	204	99	A B	21.2 21.0	37 32	1821 1804	1 SAT. WEBSTER FRI.	9.30P 8.00P	30 30	NBC CS	37	204	201	99	98	B A B	16.2 11.2 14.4	31 25 25	1392 962 1237		
1986 1 TUE. 1986 SPECIAL EDITION(S) 2 TUE.	10.00P 10.00P	60 60	NBC DN	196 192	99 97	A B A	12.3 12.3 8.5	23 23 15	1057 1057 730	WEST 57TH 1 WED. 2 WED.	10.05P 10.00P	60 60	CBS DN	2	206	203	99	98	A B	9.3 9.3	17 17	799 799		
PUNKY BREWSTER SUN.	7.30P	30	NBC CS	179	183	95	96	A B	7.1 6.8	16 14	610 584	WHO'S THE BOSS? TUE.	8.00P	30	ABC CS	35	208	209	99	99	A B	16.0 20.5	31 32	1374 1761
REMINGTON STEELE SAT.	10.00P	60	NBC PD	206	200	99	99	A B	14.8 13.6	30 26	1271 1168	YOU AGAIN ? 1 MON.	8.00P	30	NBC CS	12	198		99	A B	12.4 15.6	24 25	1065 1340	
RIPLEY'S BELIEVE IT-NOT THU.	8.00P	60	ABC U	191	194	95	97	A B	6.0 6.8	11 11	515 584	YOU AGAIN ? 2 WED.	9.30P	30	NBC CS	1		184	95	A B	13.4 13.4	24 24	1151 1151	
ST. ELSEWHERE 1 WED. 2 WED.	10.30P 10.00P	60 60	NBC GD	198	201	98	97	A B	11.6 13.6	22 23	996 1168	•LATE FRINGE ABC NEWS:NIGHTLINE				153	201	200	98	98	A B	5.3 6.0	15 17	455 515
1 MON. 1 TUE. 1 THU. 2 M & TH 2 TUWF	11.30P 11.30P 11.45P 11.30P 11.30P	30 31 15 30 31	ABC N																					
SCARECROW & MRS. KING MON.	8.00P	60	CBS GD	203	202	99	99	A B	12.3 16.2	23 25	1057 1392	ABC NEWS:NIGHTLINE-THU(B) 1 THU.	12.00M	27	ABC N		199		98	A	3.4	13	292	
SILVER SPOONS SUN.	7.00P	30	NBC CS	178	184	94	96	A B	6.1 6.3	14 14	524 541	ABC NEWS:NIGHTLINE FRI(B) 1 FRI.	12.00M	30	ABC N		185		96	A	3.4	11	292	
SIMON & SIMON TUE.	8.00P	60	CBS PD	194	198	90	97	A B	8.2 8.2	15 15	704 704	ABC NEWS:NIGHTLINE-WED(B) 1 WED.	12.05A	31	ABC N		202		98	A	4.8	17	412	
60 MINUTES SUN.	7.00P	60	CBS DN	208	208	99	99	A B	14.6 22.3	33 37	1254 1916													





KEY: A=CURRENT REPORT B=SEASON AVERAGE

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
WEEKEND DAYTIME CONT'D																													
ABC SUNDAY AFTERNOON BSBL					8		169		84	A	2.3	7	198	KIDD VIDEO						38	163	163	85	86	A	4.8	19	412	
2 SUN. 3.00P 169 ABC SE										B	2.6	7	223	SAT. 11.30A 30 NBC CA											B	5.5	19	472	
ABC WEEKEND SPECIALS					37	177	189	89	95	A	3.2	13	275	LAFF-A-LYMPICS						15	203	204	98	98	A	4.6	19	395	
SAT. 12.00N 30 ABC FV										B	4.1	14	352	SAT. 10.00A 30 ABC CA											B	4.8	18	412	
ABC WIDE WORLD-SPORTS SAT					19		207		99	A	5.2	16	447	LITTLES						16	206	206	99	99	A	2.1	13	180	
2 SAT. 4.30P 90 ABC SA										B	6.5	16	558	SAT. 8.30A 30 ABC CA											B	3.0	14	258	
ALVIN AND THE CHIPMUNKS					38	183	182	91	90	A	5.8	23	498	MEET THE PRESS						19	172	168	94	94	A	1.9	8	163	
SAT. 11.00A 30 NBC CA										B	6.9	24	593	SUN. 12.30P 30 NBC CC											B	2.8	9	241	
AMERICAN BANDSTAND					37	155	176	74	86	A	2.2	9	189	MICHIGAN 400(S)							198		98		A	4.3	15	369	
SAT. 12.30P 60 ABC PC										B	2.9	9	249	1 SUN. 1.00P 210 CBS SE															
ASTRO MINUTE-11.26AM					24	197	197	97	97	A	4.5	18	387	MR. T						35	135	139	81	81	A	3.6	14	309	
SAT. 11.26A 3 CBS CN										B	4.7	16	404	SAT. 12.00N 30 NBC CA											B	4.4	15	378	
ATLANTA GOLF CLASSIC-SAT.(S)							198		95	A	4.2	13	361	MUPPET BABIES & MONSTERS						38	205	205	99	99	A	4.5	21	387	
2 SAT. 4.30P 90 CBS SE														SAT. 9.00A 60 CBS CA											B	5.8	22	498	
ATLANTA GOLF CLASSIC-SUN.(S)							204		99	A	4.4	13	378	NBC MAJOR LEAGUE PRE GAME						10	201	201	99	99	A	4.7	19	404	
2 SUN. 3.30P 150 CBS SE														SAT. 1.00P 18 NBC SC											B	4.4	17	378	
BERENSTAIN BEARS					9	197	196	97	97	A	3.1	19	266	NBC MAJOR LEAGUE BASEBALL						10	203	202	99	99	A	6.7	24	576	
SAT. 8.30A 30 CBS CA										B	3.3	18	283	1 SAT. 1.18P 196 NBC SE											B	6.6	22	567	
BUGS BUNNY/LOONEY TUNES-1					16	208	208	99	99	A	3.8	19	326	2 SAT. 1.18P 199															
														NBC MAJOR LEAGUE GAME-2						2	193		98		A	5.7	18	490	

SAT. 9.00A BUGS BUNNY/LOONEY SAT. 9.30A	30 ABC TUNES-2 30 ABC	CA CA	16	208	208	99	99	B A B	4.4 4.8 5.1	18 20 20	378 412 438	1 SAT. NCAA TRACK & FIELD SPEC(S) 1 SAT.	4.34P 5.00P	168 60	NBC CBS	SE SE	200	96	B A	6.2 3.1	18 10	533 266		
CBS SPORTS SUNDAY 1 SUN. 4.30P	90 CBS SA	SA	8	198		94		A B	4.0 6.7	12 17	344 576	ONE TO GROW SAT. 8.28A	2 2	NBC NBC	CN CN	38	194	193	97	97	A B	2.5 4.2	18 24	215 361
DETROIT GRAND PRIX(S) 2 SUN. 1.00P	150 CBS SE	SE			196		96	A	3.3	11	283	ONE TO GROW SAT. 8.58A	2 2	NBC NBC	CN CN	38	194	194	97	97	A B	4.3 5.2	24 24	369 447
DROIDS: ADVENTURES SAT. 11.00A	30 ABC CA	CA	15	204	204	95	95	A B	3.0 3.5	12 13	258 301	ONE TO GROW SAT. 10.28A	2 2	NBC NBC	CN CN	38	202	202	99	99	A B	7.0 7.7	28 27	601 661
DUNGEONS AND DRAGONS SAT. 11.30A	30 CBS CA	CA	34	190	190	93	95	A B	4.0 4.1	16 14	344 352	ONE TO GROW SAT. 11.28A	2 2	NBC NBC	CN CN	38	183	182	91	90	A B	5.8 6.9	23 24	498 593
EWOKS SAT. 10.30A	30 ABC CA	CA	15	204	204	95	95	A B	3.6 3.9	14 14	309 335	ONE TO GROW SAT. 11.58A	2 2	NBC NBC	CN CN	38	163	163	85	86	A B	4.6 5.2	18 18	395 447
FACE THE NATION 1 SUN. 10.30A	30 CBS CC	CC	35	157		89		A B	3.1 2.8	14 9	266 241	PINK PANTHER AND SONS SAT. 8.00A	30 30	ABC ABC	CA CA	16	202	202	97	97	A B	1.9 2.6	15 16	163 223
GET ALONG GANG SAT. 12.30P	30 CBS CA	CA	17	173	172	85	84	A B	3.4 3.3	13 11	292 283	POLE POSITION SAT. 12.00N	30 30	CBS CBS	CA CA	20	175	175	86	87	A B	3.3 3.1	13 11	283 266
GUMMI BEARS SAT. 8.30A	30 NBC CA	CA	38	195	195	98	98	A B	3.7 4.8	22 23	318 412	RICHIE RICH SAT. 11.00A	30 30	CBS CBS	CA CA	24	197	197	97	97	A B	4.6 4.9	18 17	395 421
IN THE NEWS-11.56AM SAT. 11.56A	3 CBS CN	CN	34	190	190	93	95	A B	3.6 3.8	14 13	309 326	ROCK N WRESTLING SAT. 10.00A	60 60	CBS CBS	CA CA	35	205	205	99	99	A B	4.7 5.4	19 19	404 464
IN THE NEWS-12.56PM SAT. 12.56P	3 CBS CN	CN	30	173	172	85	84	A B	3.2 3.5	13 12	275 301	SMURFS I SAT. 9.00A	30 30	NBC NBC	CA CA	38	203	203	99	99	A B	4.6 5.9	23 24	395 507
IT'S PUNKY BREWSTER SAT. 10.30A	30 NBC CA	CA	38	199	201	98	99	A B	6.4 7.1	26 25	550 610	SMURFS II SAT. 9.30A	30 30	NBC NBC	CA CA	38	203	203	99	99	A B	6.1 7.1	26 26	524 610

### PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

## 2ND JUNE 1986 REPORT

PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	T/C	SEASON	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKEND DAYTIME CONT'D														
	SMURFS III				38		203	203	99	99	A	7.0	28	601
	SAT.	10.00A	30	NBC CA							B	8.2	29	704
	SNORKS				38		195	194	97	97	A	2.1	16	180
	SAT.	8.00A	30	NBC CA							B	3.3	20	283
	SPIDERMAN AND FRIENDS				33		105	107	66	67	A	3.2	13	275
	SAT.	12.30P	30	NBC CA							B	3.9	13	335
	SPORTSWORLD				14			172		91	A	3.9	11	335
	2 SUN.	4.00P	120	NBC SA							B	4.6	13	395
	SPORTSWORLD SPECIAL(S)				4		164		89		A	2.4	7	206
	1 SUN.	4.00P	90	NBC SA										
	SUNDAY MORNING				35		174		95		A	3.7	18	318
	1 SUN.	9.00A	90	CBS N							B	4.9	20	421
	SUNDAY MORNING SPECIAL(S)							178		96	A	2.9	14	249
	2 SUN.	9.00A	120	CBS N										
	SUPERPOWERS TEAM				15		192	191	96	95	A	3.4	13	292
	SAT.	11.30A	30	ABC CA							B	3.6	13	309
	THIS WEEK-DAVID BRINKLEY				33		177	191	95	98	A	3.4	14	292
	SUN.	11.30A	60	ABC N							B	3.9	12	335
	U.S. OPEN GOLF-SAT.(S)						205		99		A	4.8	17	412

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## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. JUNE 9, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					10,310 12.0				12,030 14.0							
	ABC TV							INSIDERS (R)(SD)						ABC MONDAY NIGHT MOVIE PRINCE OF THE CITY, PT 2(R) (SD)			
	AVERAGE AUDIENCE (Households (000) & %)					6,870 8.0	7.7*		8.3*	6,440 7.5	7.4*		7.5*		7.8*		7.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15 8.1	15 *		15 *	13 7.6	13 *		13 *		14 *		14 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,490 15.7				15,200 17.7		14,000 16.3		13,920 16.2			
	CBS TV							SCARECROW & MRS. KING (R)(SD)		KATE & ALLIE (R)		NEWHART (R)(SD)			CAGNEY & LACEY (R)		
	AVERAGE AUDIENCE (Households (000) & %)					9,710 11.3	10.5*		12.2*	12,460 14.5		12,030 14.0		10,310 12.0	11.9*		12.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 10.2	20 *		22 *	26 14.1		23.9 14.1		21 12.1	21 *		22 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,890 15.0		11,680 13.6		14,860 17.3							
	NBC TV							YOU AGAIN ?		STILLER AND WEARA (SD)				NBC MONDAY NIGHT MOVIES FARRELL FOR THE PEOPLE(R)			
	AVERAGE AUDIENCE (Households (000) & %)					10,650 12.4		10,140 11.8		8,850 10.3	8.7*		10.1*		11.1*		11.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 11.8		22 11.5		18 8.4	15 *		17 *		20 *		20 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,030 14.0				17,330 20.2							
	ABC TV							INSIDERS (R)						ABC MONDAY NIGHT MOVIE THE FIRST TIME(R) (SD)			
	AVERAGE AUDIENCE (Households (000) & %)					7,990 9.3	9.2*		9.4*	10,050 11.7	10.4*		11.5*		12.5*		12.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 9.6	18 *		17 *	20 10.2	18 *		19 *		21 *		22 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,550 18.1				15,550 18.1		15,030 17.5		13,920 16.2			
	CBS TV							SCARECROW & MRS. KING (R)(SD)		KATE & ALLIE (R)		NEWHART (R)(SD)			CAGNEY & LACEY (R)		
	AVERAGE AUDIENCE (Households (000) & %)					11,420 13.3	12.3*		14.2*	13,230 15.4		13,230 15.4		10,570 12.3	12.2*		12.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 11.5	24 *		26 *	27 14.7		25 15.2		21 12.4	21 *		22 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,060 15.2				17,440 20.3							
	NBC TV							MAIN STREET SPECIAL (R)(SD)						NBC MONDAY NIGHT MOVIES THE LORDS OF DISCIPLINE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)					8,330 9.7	10.2*		9.2*	10,390 12.1	10.9*		12.0*		12.7*		12.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 10.7	20 *		17 *	21 10.6	19 *		20 *		22 *		22 *
TV HOUSEHOLDS USING TV WK. 1		48.0	49.3	50.2	51.4	51.0	52.4	53.8	55.7	55.7	57.4	58.5	58.1	57.2	56.4	56.1	54.7
(See Def. 1) WK. 2		48.7	50.0	49.9	51.1	51.5	52.5	54.3	55.7	57.0	59.1	60.1	60.9	58.5	58.5	57.6	55.8

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE. MON. JUNE 16, 1986

## NielSEN NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. JUNE 10, 1986

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						15,890 18.5		16,320 19.0		17,010 19.8				14,520 16.9			
	ABC TV						WHO'S THE BOSS? (R)		GROWING PAINS (R)		MOONLIGHTING (R)(SD)				SPENSER: FOR HIRE (R)			
	AVERAGE AUDIENCE (Households (000) & %)						13,660 15.9		14,260 16.6		12,630 14.7		14.5*		10,650 12.4		12.4*	12.3*
	SHARE OF AUDIENCE %						30		30		26		26*		23		23*	23*
	AVG. AUD. BY ¼ HR. %						15.4	16.4	16.2	16.9	14.5	14.4	14.9	15.1	12.5	12.3	12.3	12.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						9,530 11.1				11,770 13.7				11,250 13.1			
	CBS TV						SIMON & SIMON (R)(SD)				MAGNUM, P.I. (R)(SD)				EQUALIZER (R)			
	AVERAGE AUDIENCE (Households (000) & %)						6,790 7.9	7.6*		8.2*	8,160 9.5	9.1*		10.0*	8,250 9.6	9.0*		10.3*
	SHARE OF AUDIENCE %						15	14*		15*	17	16*		18*	18	16*		19*
	AVG. AUD. BY ¼ HR. %						7.3	7.9	8.0	8.4	8.8	9.4	9.9	10.1	8.8	9.2	10.0	10.6
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						12,030 14.0				13,230 15.4				15,980 18.6			
	NBC TV						A TEAM (R)(SD)				HUNTER (R)(SD)				1986			
	AVERAGE AUDIENCE (Households (000) & %)						8,760 10.2	9.9*		10.5*	9,710 11.3	11.1*		11.6*	10,570 12.3	13.0*		11.6*
	SHARE OF AUDIENCE %						19	19*		19*	20	20*		21*	23	24*		22*
	AVG. AUD. BY ¼ HR. %						9.7	10.1	10.4	10.5	10.9	11.4	11.8	11.4	12.9	13.0	11.7	11.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,150 18.6		16,580 19.3		17,610 20.5				17,180 20.0			
	ABC TV						WHO'S THE BOSS? (R)		GROWING PAINS (R)		MOONLIGHTING (R)(SD)				SPENSER: FOR HIRE (R)			
	AVERAGE AUDIENCE (Households (000) & %)						13,740 16.0		14,170 16.5		13,740 16.0	16.0*		16.0*	12,890 15.0	14.9*		15.1*
	SHARE OF AUDIENCE %						32		31		28	28*		27*	27	26*		28*
	AVG. AUD. BY ¼ HR. %						15.4	16.7	16.1	16.9	15.9	16.1	16.2	15.9	14.6	15.3	15.3	15.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,140 11.8				12,370 14.4				14,690 17.1			
	CBS TV						SIMON & SIMON (R)(SD)				MAGNUM, P.I. (R)(SD)				EQUALIZER (R)			
	AVERAGE AUDIENCE (Households (000) & %)						7,300 8.5	7.8*		9.3*	8,930 10.4	9.8*		11.0*	10,390 12.1	11.9*		12.3*
	SHARE OF AUDIENCE %						16	15*		17*	18	17*		19*	22	21*		23*
	AVG. AUD. BY ¼ HR. %						7.4	8.1	9.2	9.4	9.4	10.2	10.9	11.2	11.6	12.2	12.3	12.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,480 12.2				12,710 14.8				11,340 13.2			
	NBC TV						A TEAM (R)(SD)				HUNTER (R)				1986 SPECIAL EDITION ACHILLE LAURO			
	AVERAGE AUDIENCE (Households (000) & %)						7,390 8.6	8.4*		8.9*	9,790 11.4	11.1*		11.7*	7,300 8.5	9.2*		7.8*
	SHARE OF AUDIENCE %						17	17*		17*	20	20*		20*	15	16*		15*
	AVG. AUD. BY ¼ HR. %						8.2	8.6	8.7	9.0	10.6	11.7	12.0	11.5	10.1	8.2	8.0	7.6
TV HOUSEHOLDS USING TV		WK. 1	47.8	48.8	48.8	50.8	51.7	53.4	54.3	56.1	55.8	55.7	56.8	56.2	54.3	54.9	54.0	52.3
(See Def. 1)		WK. 2	49.6	50.4	49.5	49.7	49.9	51.5	52.8	54.0	55.4	56.9	58.1	58.9	57.1	56.3	54.7	52.7

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.TUE. JUNE 17, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JUNE 11, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E K 1	TOTAL AUDIENCE (Households (000) & %)	<div> <div>16,660 19.4</div> <div>MACGYVER (8:35-9:35PM)(R) (SD)(OP)(-OP)</div> <div>18,550 21.6</div> <div>HARDCASTLE &amp; MCCORMICK (9:35-10:35PM)(R) (SD)(OP)(-OP)</div> <div>15,810 18.4</div> <div>HOTEL (10:35-11:35PM)(R) (OP)(-OP)</div> </div>															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>11,080 12.9</div> <div>10.9*</div> <div>13,230 15.4</div> <div>14.4*</div> <div>11,510 13.4</div> <div>13.2*</div> </div>															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	<div> <div>23 9.9</div> <div>20*</div> <div>24*</div> <div>26</div> <div>27</div> <div>25*</div> </div>															
W E K 2	TOTAL AUDIENCE (Households (000) & %)	<div> <div>6,870 8.0</div> <div>FOLEY SQUARE (8:35-9:05PM)(R) (SD)(OP)(-OP)</div> <div>10,220 11.9</div> <div>AIRWOLF (9:05-10:05PM)(R) (SD)(OP)(-OP)</div> <div>12,460 14.5</div> <div>WEST 57TH (10:05-11:05PM) (OP)(-OP)</div> </div>															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>5,330 6.2</div> <div>5,930 6.9</div> <div>5.6*</div> <div>7.8*</div> <div>7,300 8.5</div> <div>7.8*</div> <div>8.9*</div> </div>															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	<div> <div>11 6.2</div> <div>12</div> <div>10*</div> <div>13*</div> <div>16</div> <div>14*</div> <div>17*</div> </div>															
W E K 3	TOTAL AUDIENCE (Households (000) & %)	<div> <div>16,580 19.3</div> <div>REAGAN NEWS CONF.-NBC (8:00-8:35PM) (SD)(OP)</div> <div>HIGHWAY TO HEAVEN (8:35-9:30PM)(R) (SD)(OP)</div> <div>16,660 19.4</div> <div>BLACKE'S MAGIC (R)</div> <div>14,600 17.0</div> <div>ST. ELSEWHERE (10:30-11:30PM)(R) (-OP)</div> </div>															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>12,540 14.6</div> <div>13.3*</div> <div>15.7*</div> <div>13.4</div> <div>11,510 12.9*</div> <div>13.8*</div> <div>10,140 11.8*</div> </div>															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	<div> <div>26 12.8</div> <div>24*</div> <div>27*</div> <div>23</div> <div>22*</div> <div>24*</div> <div>23*</div> </div>															
W E K 4	TOTAL AUDIENCE (Households (000) & %)	<div> <div>13,920 16.2</div> <div>MACGYVER (R)(SD)</div> <div>15,030 17.5</div> <div>HARDCASTLE &amp; MCCORMICK (R)(SD)</div> <div>13,310 15.5</div> <div>HOTEL (R)</div> </div>															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>10,050 11.7</div> <div>10.9*</div> <div>12.4*</div> <div>13.4</div> <div>11,510 13.2*</div> <div>13.7*</div> <div>9,790 11.4</div> </div>															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	<div> <div>23 10.6</div> <div>22*</div> <div>24*</div> <div>24</div> <div>24*</div> <div>24*</div> <div>22</div> </div>															
W E K 5	TOTAL AUDIENCE (Households (000) & %)	<div> <div>8,680 10.1</div> <div>FOLEY SQUARE (R)(SD)</div> <div>7,820 9.1</div> <div>CHARLIE &amp; COMPANY (R)</div> <div>10,650 12.4</div> <div>AIRWOLF (R)(SD)</div> <div>12,800 14.9</div> <div>WEST 57TH</div> </div>															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>6,610 7.7</div> <div>6,530 7.6</div> <div>7.9*</div> <div>9.2*</div> <div>8,680 10.1</div> <div>10.6*</div> <div>9.6*</div> </div>															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	<div> <div>15 7.7</div> <div>15</div> <div>14*</div> <div>16*</div> <div>19</div> <div>20*</div> <div>19*</div> </div>															
W E K 6	TOTAL AUDIENCE (Households (000) & %)	<div> <div>13,660 15.9</div> <div>HIGHWAY TO HEAVEN (R)(SD)</div> <div>12,710 14.8</div> <div>GIMME A BREAK (R)</div> <div>12,970 15.1</div> <div>YOU AGAIN ? (R)(SD)</div> <div>14,090 16.4</div> <div>ST. ELSEWHERE (R)</div> </div>															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>10,310 12.0</div> <div>11.4*</div> <div>12.6*</div> <div>12.8</div> <div>11,000 13.4</div> <div>13.7*</div> <div>9,710 11.3</div> </div>															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	<div> <div>24 11.2</div> <div>23*</div> <div>24*</div> <div>23</div> <div>24</div> <div>24</div> <div>21</div> </div>															

TV HOUSEHOLDS USING TV	WK. 1	48.2	49.6	50.3	51.6	52.4	54.2	55.0	56.3	57.2	58.7	58.8	58.7	57.0	56.7	53.7	51.1
(See Def. 1)	WK. 2	46.3	47.2	47.7	49.0	49.3	50.2	51.3	53.0	54.4	56.4	56.0	56.5	54.7	53.3	52.5	51.1

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.WED. JUNE 18, 1986

## Nielson NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. JUNE 12, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					7,650 8.9				7,650 8.9				20,270 23.6			
	ABC TV					RIPLEY'S BELIEVE IT-NOT (R)				DYNASTY II: COLBY'S (R)(SD)				20/20			
	AVERAGE AUDIENCE (Households (000) & %)					4,470 5.2	5.0*		5.4*	4,980 5.8	5.0*		6.7*	14,000 16.3	15.7*		17.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					10 5.5	9*		10*	11 4.8	9*		12*	32 14.9	30*		34*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,740 12.5				12,110 14.1				8,930 10.4			
	CBS TV					CRAZY LIKE A FOX (R)(SD)				BRIDGES TO CROSS (SD)				KNOTS LANDING (R)			
	AVERAGE AUDIENCE (Households (000) & %)					7,730 9.0	8.7*		9.4*	9,020 10.5	10.3*		10.7*	5,930 6.9	6.8*		7.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 8.6	16*		17*	19 10.3	19*		19*	13 6.9	13*		14*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					24,740 28.8		23,280 27.1		21,130 24.6		18,380 21.4		16,580 19.3			
	NBC TV					BILL COSBY SHOW (R)		FAMILY TIES (R)(SD)		CHEERS (R)		ALL IS FORGIVEN-SPEC. (SD)		HILL STREET BLUES (R)			
	AVERAGE AUDIENCE (Households (000) & %)					21,820 25.4		20,960 24.4		18,470 21.5		15,980 18.6		11,420 13.3	13.9*		12.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					48 24.1		45 24.7		40 21.1		34 19.4		26 14.3	27*		25*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					9,110 10.6				7,900 9.2				18,470 21.5			
	ABC TV					RIPLEY'S BELIEVE IT-NOT (R)				DYNASTY II: COLBY'S (R)(SD)				20/20			
	AVERAGE AUDIENCE (Households (000) & %)					5,840 6.8	6.5*		7.0*	5,070 5.9	5.5*		6.2*	13,660 15.9	15.8*		16.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					13 6.5	12*		13*	11 5.4	10*		11*	30 14.9	29*		31*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,170 13.0				11,080 12.9				9,880 11.5			
	CBS TV					CRAZY LIKE A FOX (R)(SD)				TRAPPER JOHN, M.D. (R)(SD)				KNOTS LANDING (R)			
	AVERAGE AUDIENCE (Households (000) & %)					8,330 9.7	8.7*		10.7*	8,070 9.4	9.1*		9.8*	6,270 7.3	7.6*		7.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 8.4	17*		19*	17 9.3	16*		17*	14 8.0	14*		14*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					23,620 27.5		22,940 26.7		21,480 25.0		20,870 24.3		16,840 19.6			
	NBC TV					BILL COSBY SHOW (R)		FAMILY TIES (R)(SD)		CHEERS (R)		NIGHT COURT (R)		HILL STREET BLUES (R)			
	AVERAGE AUDIENCE (Households (000) & %)					20,530 23.9		20,270 23.6		19,240 22.4		18,210 21.2		11,680 13.6	13.9*		13.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					45 22.4		43 23.5		40 22.2		37 21.5		26 14.5	25*		26*
TV HOUSEHOLDS USING TV WK. 1		49.6	49.5	49.1	51.2	52.6	53.4	53.8	53.8	53.5	54.6	54.9	54.8	52.4	51.9	51.0	50.1
(See Def. 1) WK. 2		47.5	48.8	49.2	50.3	51.7	53.7	55.0	56.0	55.0	55.9	56.5	56.7	55.2	54.4	52.7	50.9

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.THU. JUNE 19, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. JUNE 13, 1986

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{					11,080 12.9		11,600 13.5		8,760 10.2		7,820 9.1		10,310 12.0			
	ABC TV						WEBSTER (R)		MR. BELVEDERE (R)(SD)		MR. SUNSHINE (R)		ABC COMEDY SPECIAL (SD)				LOVE BOAT (R)	
	AVERAGE AUDIENCE (Households (000) & %)	{					9,280 10.8		9,880 11.5		7,130 8.3		6,870 8.0		7,300 8.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					25 10.5	11.1	25 11.3	11.7	17 8.2	8.3	16 8.0	8.1	17 8.5	8.5* 17	17* 8.6	8.4* 17* 8.7
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					10,480 12.2				13,060 15.2							
	CBS TV								TWILIGHT ZONE (R)(SUS-SD)								CBS FRIDAY NIGHT MOVIES BROTHERLY LOVE(R) (SD)	
	AVERAGE AUDIENCE (Households (000) & %)	{					7,040 8.2				7,820 9.1							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					19 8.0	8.1*		8.4*	18 7.8	17* 8.2		8.7* 8.5	17* 8.8		9.6* 9.4	10.0* 10.2
W E K 3	TOTAL AUDIENCE (Households (000) & %)	{					9,360 10.9				15,200 17.7				13,230 15.4			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					7,040 8.2				11,170 13.0				9,790 11.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					19 7.8	7.9* 8.0		8.5* 8.2	13.0 12.2	12.4* 12.5		13.5* 13.6	11.4 11.4	11.3* 11.2	11.6* 11.6	11.6* 11.5
W E K 4	TOTAL AUDIENCE (Households (000) & %)	{					11,770 13.7		12,370 14.4		9,450 11.0		8,850 10.3		13,400 15.6			
	ABC TV						WEBSTER (R)		MR. BELVEDERE (R)(SD)		MR. SUNSHINE (R)		ABC COMEDY SPECIAL (SD)				LOVE BOAT (R)	
	AVERAGE AUDIENCE (Households (000) & %)	{					9,960 11.6		10,570 12.3		7,900 9.2		7,300 8.5		9,880 11.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					25 11.2		25 12.0		18 8.9		16 9.5		22 10.4	11.0* 11.7	11.9* 11.8	11.9* 12.0
W E K 5	TOTAL AUDIENCE (Households (000) & %)	{					11,250 13.1				12,970 15.1							
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					7,130 8.3				6,100 7.1							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					17 8.4	8.4* 8.5		8.1* 8.0	14 6.6	6.3* 6.1		6.3* 6.1		7.5* 7.4	8.2* 8.2	8.2* 8.2
W E K 6	TOTAL AUDIENCE (Households (000) & %)	{					10,820 12.6				19,500 22.7				15,890 18.5			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					7,820 9.1				14,520 16.9				11,850 13.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					19 8.4	8.7* 9.0		9.5* 9.1	16.9 15.2	15.9* 16.6		18.0* 17.5	13.8 14.8	14.2* 13.5	13.5* 13.5	13.5* 13.6
TV HOUSEHOLDS USING TV WK. 1			41.4	42.3	42.6	42.7	42.0	43.3	44.8	46.2	46.9	48.2	49.8	50.6	51.1	50.4	49.3	49.3
(See Def. 1) WK. 2			45.8	45.7	46.7	47.4	46.0	47.1	47.9	48.9	49.8	51.9	53.4	53.7	53.4	52.9	52.1	51.8

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.FRI. JUNE 20, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JUNE 14, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					5,930 6.9		5,840 6.8		16,920 19.7							
	ABC TV					DIFF'RENT STROKES (R)		BENSON (R)(SD)		ABC SATURDAY NIGHT MOVIE GREASE(R) (SD)							
	AVERAGE AUDIENCE (Households (000) & %)					4,810 5.6		4,900 5.7		8,680 10.1							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					14 5.5		13 5.3		21 6.6		7.0* 14 *		9.4* 19 *		11.8* 24 *	12.3* 25 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,140 15.3								8,850 10.3			
	CBS TV					CBS SATURDAY NIGHT MOVIE THE GREAT MUPPET CAPER(R) (SD)										LILY	
	AVERAGE AUDIENCE (Households (000) & %)					5,840 6.8		6.5*		6.9*		6.9*		7.0*		5,670 6.6	6.5* 13 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15 6.5		16 *		16 *		14 *		14 *		14 6.8	13.4* 27 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					10,740 12.5		12,370 14.4		16,920 19.7		15,200 17.7		15,980 18.6			
	NBC TV					GIMME A BREAK (R)		FACTS OF LIFE (R)(SD)		GOLDEN GIRLS (R)		227 (R)(SD)		REMINGTON STEELE (R)			
	AVERAGE AUDIENCE (Households (000) & %)					8,930 10.4		10,740 12.5		14,600 17.0		13,230 15.4		11,600 13.5			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 9.8		29 11.0		35 13.2		31 15.3		28 13.2		13.4* 27 *	13.6* 28 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					8,700 7.8		8,980 8.1		9,450 11.0							
	ABC TV					DIFF'RENT STROKES (R)		BENSON (R)(SD)		ABC SATURDAY NIGHT MOVIE THE EXECUTION OF RAYMOND GRAHAM(R) (SD)							
	AVERAGE AUDIENCE (Households (000) & %)					5,410 6.3		5,840 6.8		5,070 5.9							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15 6.3		15 6.7		12 5.1		5.1* 11 *		5.5* 11 *		6.3* 13 *	6.6* 14 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,890 18.5											
	CBS TV					CBS SATURDAY NIGHT MOVIE THE SCARLET AND THE BLACK(R) (SD)											
	AVERAGE AUDIENCE (Households (000) & %)					7,650 8.9											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 8.3		8.4* 20 *		8.2* 18 *		8.0* 17 *		8.7* 18 *		9.9* 20 *	10.3* 21 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,650 12.4		11,510 13.4		18,040 21.0		17,700 20.6		17,520 20.4			
	NBC TV					FACTS OF LIFE (R)		227 (R)(SD)		GOLDEN GIRLS (R)		ME & MRS. C		REMINGTON STEELE (R)			
	AVERAGE AUDIENCE (Households (000) & %)					9,020 10.5		10,050 11.7		15,890 18.5		15,460 18.0		13,740 16.0			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 9.9		26 11.1		39 17.3		36 19.7		33 17.9		33* 16.1	33* 16.0*
TV HOUSEHOLDS USING TV WK. 1		38.6	38.9	39.8	40.0	40.5	41.1	42.3	45.0	47.7	49.3	49.1	49.3	49.1	49.0	48.5	48.1
(See Def. 1) WK. 2		39.1	39.4	39.6	41.5	41.8	42.8	43.6	45.2	47.1	48.9	49.4	49.8	49.2	49.3	48.5	47.8

U.S. TV Households: 85,900,000

(1) NBC MAJOR LEAGUE GAME 2, KANSAS CITY VS CALIFORNIA, NBC, (4:34-7:22PM)

For explanation of symbols, See page A.

EVE.SAT. JUNE 21, 1986



		TIME																
		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,410 2.8															
	ABC TV		ABC WEEKEND REPORT - SAT.															
	AVERAGE AUDIENCE (Households (000) & %)	{	2,490 2.9															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	7 2.9															
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		10,220 11.9														
	NBC TV			SATURDAY NIGHT (11:30-12:45AM) (SUSTAINING 12:45-1:00AM)														
	AVERAGE AUDIENCE (Households (000) & %)	{		5,240 6.1														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		20 8.2	7.6* 21* 7.0		5.5* 18* 5.3		4.4* 17* 3.7									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		1,720 2.0														
	ABC TV			ABC WEEKEND REPORT - SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{		1,630 1.9														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		5 1.9														
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		9,880 11.5														
	NBC TV			LETTERMAN H'LDY FILM FEST (11:30-12:55AM) (SUSTAINING 12:55-1:00AM)														
	AVERAGE AUDIENCE (Households (000) & %)	{		4,900 5.7														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		20 7.8	7.0* 21* 6.2		5.3* 19* 5.0		4.7* 19* 4.2									
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	44.9	41.6	37.4	34.4	31.1	28.5	25.3	22.8	20.4	18.4	15.8	14.0	12.5	11.3	10.2	9.1
		WK. 2	44.5	41.4	35.6	32.3	29.0	27.3	25.1	23.5	21.3	18.7	16.7	15.3	13.5	12.2	10.8	10.0

For explanation of symbols, See page A.

EVE.SAT. JUNE 21, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JUNE 15, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 14,950 17.4		DISNEY SUNDAY MOVIE THE APPLE DUMPLING GANG(R) (SD)						{ 19,070 22.2		ABC SUNDAY NIGHT MOVIE AND JUSTICE FOR ALL(R) (9:00-11:27PM) (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,420 9.8	7.6*		8.4*		10.9*		12.4*	{ 9,960 11.6	10.6*		11.0*		11.8*		12.2*
	SHARE OF AUDIENCE %	{ 21	18 *		19 *		23 *		25 *	{ 23	21 *		21 *		22 *		23 *
	AVG. AUD. BY ¼ HR.	{ 7.3	8.0	8.2	8.5	10.4	11.4	12.1	12.7	{ 10.7	10.5	10.9	11.2	11.6	12.1	12.2	12.2
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 16,750 19.5		60 MINUTES						{ 16,490 19.2		MURDER, SHE WROTE (R)(SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 12,890 15.0	14.6*		15.4*		15.4		14.7*	{ 11,510 13.4	12.9*		12.7*		13.8*		14.3*
	SHARE OF AUDIENCE %	{ 35	35 *		35 *		32		31 *	{ 25	25 *		24 *		26 *		27 *
	AVG. AUD. BY ¼ HR.	{ 13.8	15.3	15.6	15.2	14.2	15.2	16.2	16.2	{ 13.1	12.7	12.6	12.9	13.8	13.9	13.9	14.7
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,670 6.6		6,530 7.6		7,650 8.9		7,820 9.1		{ 19,840 23.1		NBC SUNDAY NIGHT MOVIE PATERNITY					
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,810 5.6		5,500 6.4		6,440 7.5		6,530 7.6		{ 12,110 14.1	12.1*		13.5*		15.4*		15.4*
	SHARE OF AUDIENCE %	{ 13		14		16		15		{ 27	24 *		25 *		28 *		29 *
	AVG. AUD. BY ¼ HR.	{ 5.1	6.0	6.1	6.6	7.4	7.6	7.4	7.8	{ 11.4	12.8	13.1	14.0	15.3	15.6	15.7	15.1
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 13,740 16.0		DISNEY SUNDAY MOVIE CANDLESHOE						{ 20,530 23.9		ABC SUNDAY NIGHT MOVIE THE FINAL COUNTDOWN(R) (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,900 9.2	7.5*		8.6*		10.0*		10.8*	{ 12,540 14.6	13.1*		14.0*		15.6*		15.8*
	SHARE OF AUDIENCE %	{ 19	17 *		18 *		21 *		21 *	{ 27	24 *		26 *		29 *		29 *
	AVG. AUD. BY ¼ HR.	{ 7.1	7.9	8.5	8.7	9.9	10.1	10.4	11.2	{ 12.7	13.5	13.5	14.5	15.4	15.8	16.2	15.4
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 17,090 19.9		60 MINUTES						{ 16,920 19.7		MURDER, SHE WROTE (R)(SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 12,110 14.1	13.2*		15.1*		15.2		14.5*	{ 12,030 14.0	13.6*		13.9*		14.2*		14.3*
	SHARE OF AUDIENCE %	{ 31	30 *		32 *		31		30 *	{ 26	25 *		25 *		26 *		26 *
	AVG. AUD. BY ¼ HR.	{ 13.1	13.3	15.0	15.1	14.2	14.8	15.7	16.1	{ 13.6	13.5	14.1	13.8	13.9	14.5	14.2	14.3
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,040 8.2		7,650 8.9		7,820 9.1		7,820 9.1		{ 15,890 18.5		NBC SUNDAY NIGHT MOVIE THE VEGAS STRIP WAR(R) (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,670 6.6		6,610 7.7		6,610 7.7		6,610 7.7		{ 9,020 10.5	9.4*		10.3*		10.9*		11.3*
	SHARE OF AUDIENCE %	{ 15		16		16		15		{ 19	18 *		19 *		20 *		21 *
	AVG. AUD. BY ¼ HR.	{ 5.9	7.3	7.4	7.9	7.5	8.0	7.5	7.8	{ 9.0	9.9	10.2	10.4	10.9	10.9	11.3	11.4
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	40.6	43.0	43.9	44.7	45.9	47.5	49.7	51.0	50.0	51.4	52.5	53.5	54.1	54.1	53.8
		WK. 2	43.2	44.6	46.8	47.5	47.8	48.8	50.5	52.1	53.0	54.2	54.5	54.6	54.4	55.0	54.8
U.S. TV Households: 85,900,000																	

For explanation of symbols, See page A.

EVE.SUN. JUNE 22, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JUNE 15, 1986

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 7	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 8	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 9	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 10	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 11	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 12	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 13	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 14	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 15	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 16	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 17	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 18	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 19	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 20	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 21	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 22	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 23	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 24	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 25	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 26	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 27	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 28	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 29	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 30	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 31	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 32	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 33	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 34	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 35	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 36	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 37	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 38	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 39	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 40	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 41	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 42	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 43	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 44	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 45	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 46	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 47	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 48	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 49	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 50	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 51	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 52	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 53	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 54	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 55	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 56	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 57	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 58	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 59	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 60	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 61	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 62	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 63	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 64	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 65	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 66	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 67	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 68	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 69	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													
WEEK 70	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{													

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUNE 9-13, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			4,550 5.3				4,380 5.1									
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			3,520 4.1				3,440 4.0									
	SHARE OF AUDIENCE %			23				19									
WEEK 1	AVG. AUD. BY ¼ HR. %			4.0	4.1			4.0	4.1								
	TOTAL AUDIENCE (Households (000) & %)			3,180 3.7				3,520 4.1						4,300 5.0		3,870 4.5	
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2						\$25,000 PYRAMID		NEW CARD SHARKS	
	AVERAGE AUDIENCE (Households (000) & %)			2,580 3.0				2,750 3.2						3,520 4.1		3,260 3.8	
WEEK 1	SHARE OF AUDIENCE %			17				15						17		16	
	AVG. AUD. BY ¼ HR. %			3.0	3.0			3.1	3.3					4.0	4.3	3.7	3.8
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			5,240 6.1				5,240 6.1						5,410 6.3		4,640 5.4	
	NBC TV			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)						FAMILY TIES M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)			4,040 4.7				4,300 5.0						4,470 5.2		3,950 4.6	
	SHARE OF AUDIENCE %			26				24						22		19	
WEEK 2	AVG. AUD. BY ¼ HR. %			4.8	4.6			4.9	5.1					4.9	5.5	4.5	4.6
	TOTAL AUDIENCE (Households (000) & %)			4,380 5.1				4,550 5.3									
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			3,350 3.9				3,690 4.3									
WEEK 2	SHARE OF AUDIENCE %			21				19									
	AVG. AUD. BY ¼ HR. %			3.9	4.0			4.3	4.3								
WEEK 2	TOTAL AUDIENCE (Households (000) & %)			3,260 3.8				3,440 4.0						4,900 5.7		4,550 5.3	
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2						\$25,000 PYRAMID		NEW CARD SHARKS	
	AVERAGE AUDIENCE (Households (000) & %)			2,490 2.9				2,660 3.1						4,120 4.8		3,950 4.6	
	SHARE OF AUDIENCE %			16				13						19		19	
WEEK 2	AVG. AUD. BY ¼ HR. %			2.9	2.9			3.1	3.1					4.5	5.0	4.5	4.7
	TOTAL AUDIENCE (Households (000) & %)			4,720 5.5				5,500 6.4						5,580 6.5		4,810 5.6	
	NBC TV			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)						FAMILY TIES M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)			3,690 4.3				4,470 5.2						4,640 5.4		4,120 4.8	
WEEK 2	SHARE OF AUDIENCE %			23				23						22		20	
	AVG. AUD. BY ¼ HR. %			4.5	4.2			5.0	5.4					5.2	5.7	4.7	4.9
TV HOUSEHOLDS USING TV WK. 1		11.4	13.4	15.2	16.6	17.8	19.0	19.4	20.1	21.2	22.1	22.5	23.2	23.3	23.7	23.3	23.7
(See Def. 1) WK. 2		11.6	13.5	15.0	16.6	18.3	20.4	21.1	21.8	23.2	24.2	24.7	25.0	24.6	24.9	24.4	24.5

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. JUNE 16-20, 1986



TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,660 3.1		2,660 3.1		2,830 3.3		3,870 4.5		8,680 10.1		8,160 9.5			
	ABC TV		LIFESTYLES-RICH & FAM-M-F		NEW LOVE AMERICAN STYLE		RYAN'S HOPE		LOVING		ALL MY CHILDREN		ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,230 2.6		2,150 2.5		2,410 2.8		3,260 3.8		6,530 7.6		6,180 7.2			
	SHARE OF AUDIENCE %		11		10		10		14		25		25			
	AVG. AUD. BY ¼ HR.	%	2.7	2.5	2.5	2.6	2.8	2.8	3.6	4.0	6.9	7.6	8.0	6.9	7.1	7.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	6,270 7.3		8,070 9.4				9,960 11.6				7,390 8.6		4,810 5.6	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS		CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,240 6.1		6,790 7.9				7,300 8.5	8.4*		5,760 6.7			4,300 5.0	
	SHARE OF AUDIENCE %	%	25		32				31	32*		23			18	
	AVG. AUD. BY ¼ HR.	%	5.7	6.5	7.7	8.2			8.3	8.5	8.7	8.6	6.7	6.7	6.8	5.0
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	6,960 8.1		5,670 6.6		3,610 4.2		2,920 3.4		8,420 9.8		6,360 7.4			
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,840 6.8		4,900 5.7		3,090 3.6		2,490 2.9		6,790 7.9		4,810 5.6			
	SHARE OF AUDIENCE %	%	28		23		13		11		26		20			
	AVG. AUD. BY ¼ HR.	%	6.7	7.0	5.7	5.9	3.6	3.7	2.9	3.0	7.4	7.6*	8.1*	5.8	5.7*	5.5*

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	(S) (OP)		2,660 3.1		3,090 3.6		4,120 4.8		8,950 10.3		8,420 9.8			
	ABC TV				NEW LOVE AMERICAN STYLE		RYAN'S HOPE		LOVING		ALL MY CHILDREN		ONE LIFE TO LIVE >(SD) (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{			2,150 2.5		2,660 3.1		3,520 4.1		6,790 7.9		6,530 7.6			
	SHARE OF AUDIENCE %	%			10		11		14		25		25			
	AVG. AUD. BY ¼ HR.	%			2.5	2.6	3.0	3.1	4.0	4.3	7.3	7.6*	8.3*	6.9	7.4	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,700 7.8		8,420 9.8				9,880 11.5				7,470 8.7		5,070 5.9	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS >(OP)				AS THE WORLD TURNS >(SUS-OP)		CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,580 6.5		7,130 8.3				7,650 8.9				5,930 6.9		4,550 5.3	
	SHARE OF AUDIENCE %	%	26		32				30				22		18	
	AVG. AUD. BY ¼ HR.	%	6.2	6.9	8.0	8.6			8.6				6.9	6.9	5.4	5.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,040 8.2		5,840 6.8		3,950 4.6		3,090 3.6		8,930 10.4		6,700 7.8			
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD >(OP) (SUS-OP) (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,010 7.0		5,070 5.9		3,350 3.9		2,580 3.0		6,960 8.1		5,240 6.1			
	SHARE OF AUDIENCE %	%	28		23		14		10		26		20			
	AVG. AUD. BY ¼ HR.	%	6.8	7.2	5.9	6.0	3.9	3.9	3.0	3.1	7.8	8.0*	8.3*	6.1		
TV HOUSEHOLDS USING TV			WK. 1	24.0	24.6	25.0	25.8	27.4	28.0	27.7	28.2	29.3	30.3	30.0	29.9	28.9
(See Def. 1)			WK. 2	24.6	25.5	25.8	26.2	27.4	28.7	29.1	29.8	30.5	31.3	31.6	31.4	30.4

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUNE 9-13, 1986

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 9,530 11.1															9,710 11.3
	ABC TV	GENERAL HOSPITAL (S)(OP)															ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,560 8.8															8,070 9.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 29 8.5	% 29 * 8.7	% 9.1	% 30 * 9.0											% 21 9.4	% 9.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,300 8.5				2,320 2.7											10,310 12.0
	CBS TV	GUIDING LIGHT (SD)(SUS-SD) PRESS YOUR LUCK															CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,760 6.7				1,890 2.2											8,850 10.3
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 22 6.4	% 22 * 6.7	% 6.9	% 22 * 6.8	% 7 2.2	% 2.3									% 22 10.4	% 10.3
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 4,550 5.3															9,790 11.4
	NBC TV	SANTA BARBARA															NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,440 4.0															8,250 9.6
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 13 4.0	% 13 * 3.9	% 4.0	% 13 * 4.2											% 21 9.4	% 9.7
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 10,220 11.9															9,450 11.0
	ABC TV	GENERAL HOSPITAL															ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,160 9.5															7,990 9.3
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 30 9.1	% 30 * 9.4	% 9.6	% 31 * 9.5											% 20 9.1	% 9.5
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 6,790 7.9				2,150 2.5											10,390 12.1
	CBS TV	GUIDING LIGHT (SD)(SUS-SD) PRESS YOUR LUCK															CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,500 6.4				1,800 2.1											8,680 10.1
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 20 6.2	% 20 * 6.3	% 6.6	% 20 * 6.3	% 7 2.1	% 2.1									% 22 10.0	% 10.1
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 5,410 6.3															9,960 11.6
	NBC TV	SANTA BARBARA															NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,040 4.7															8,500 9.9
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 15 4.6	% 15 * 4.6	% 4.7	% 15 * 5.0											% 22 9.7	% 10.1
TV HOUSEHOLDS USING TV		WK. 1	29.4	30.4	30.9	31.3	29.9	30.7	31.6	33.0	34.5	36.4	37.5	39.5	42.3	44.0	45.1
(See Def. 1)		WK. 2	31.5	32.2	32.3	32.5	30.9	32.4	33.4	34.8	35.8	37.6	38.8	40.5	43.0	44.8	45.7

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. JUNE 16-20, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JUNE 14, 1986

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					2,150 2.5		2,320 2.7		4,300 5.0		5,070 5.9		4,210 4.9		3,690 4.3	
	ABC TV						PINK PANTHER AND SONS (SD)		LITTLES		BUGS BUNNY/ LOONEY TUNES-I		BUGS BUNNY/ LOONEY TUNES-2		LAFF-A-LYMPICS		EWOKS	
	AVERAGE AUDIENCE (Households (000) & %)	{					1,800 2.1		1,720 2.0		3,180 3.7		4,040 4.7		3,610 4.2		3,010 3.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					17 2.0		12 1.7	2.3	19 3.4	4.0	21 4.4	5.0	18 4.4	4.0	15 3.4	3.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					2,490 2.9		3,010 3.5		6,100 7.1				6,360 7.4			
	CBS TV						WUZZLES (SUS-SD)		BERENSTAIN BEARS (SUS-SD)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING			
	AVERAGE AUDIENCE (Households (000) & %)	{					2,060 2.4		2,490 2.9		3,780 4.4	3.8*		5.0*	3,950 4.6	4.6*		4.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					19 2.1		17 3.0	2.9	21 3.8	19*	22*	5.3	19 4.5	20*	4.8	20*
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					1,980 2.3		3,520 4.1		4,470 5.2		5,930 6.9		7,390 8.6		6,270 7.3	
	NBC TV						SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
	AVERAGE AUDIENCE (Households (000) & %)	{					1,550 1.8		2,830 3.3		3,610 4.2		5,070 5.9		6,100 7.1		5,580 6.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					14 1.7	1.9	20 2.9	3.7	22 3.8	4.6	26 5.9	5.9	30 6.9	7.4	27 6.3	8.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					1,890 2.2		2,320 2.7		4,210 4.9		4,810 5.6		4,980 5.8		3,890 4.3	
	ABC TV						PINK PANTHER AND SONS (SD)		LITTLES		BUGS BUNNY/ LOONEY TUNES-I		BUGS BUNNY/ LOONEY TUNES-2		LAFF-A-LYMPICS		EWOKS	
	AVERAGE AUDIENCE (Households (000) & %)	{					1,460 1.7		1,890 2.2		3,260 3.8		4,120 4.8		4,210 4.9		3,090 3.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					13 1.6	1.9	13 2.1	2.4	18 3.3	4.2	20 4.6	5.0	19 5.0	4.7	14 3.4	3.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					2,580 3.0		3,610 4.2		5,760 6.7				6,960 8.1			
	CBS TV						WUZZLES (SUS-SD)		BERENSTAIN BEARS (SUS-SD)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING			
	AVERAGE AUDIENCE (Households (000) & %)	{					2,150 2.5		2,750 3.2		3,950 4.6	4.0*		5.2*	4,040 4.7	4.5*		4.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					19 2.3	2.8	19 2.9	3.6	20 3.6	19*	21*	5.5	18 4.6	17*	4.9	19*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					2,410 2.8		4,120 4.8		4,980 5.8		6,270 7.3		6,790 7.9		6,440 7.5	
	NBC TV						SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,060 2.4		3,440 4.0		4,300 5.0		5,330 6.2		5,840 6.8		5,330 6.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					19 2.2	2.6	24 3.6	4.4	24 4.8	5.2	25 5.9	6.5	26 6.8	6.8	24 5.9	6.6
TV HOUSEHOLDS USING TV		WK. 1 (See Def. 1)	7.4	8.2	9.3	11.1	13.2	15.1	17.0	18.3	19.3	20.2	22.5	23.4	23.8	24.3	24.4	25.0
		WK. 2	7.8	8.3	9.0	10.8	13.2	15.3	17.1	19.4	21.3	23.6	24.8	25.4	25.2	25.6	25.3	25.7

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SAT. JUNE 21, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JUNE 14, 1986

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,090 3.6		{ 3,690 4.3		{ 3,090 3.6		{ 2,750 3.2						{ 12,030 14.0				
	ABC TV	DROIDS: ADVENTURES		SUPERPOWERS TEAM (SD)		ABC WEEKEND SPECIALS ADVENTURES OF A TWO MIN WEREWOLF, PT 1(R)		AMERICAN BANDSTAND						U.S. OPEN GOLF-SAT. (2:00-8:30PM)				
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,490 2.9		{ 3,090 3.6		{ 2,660 3.1		{ 1,550 1.8						{ 4,120 4.8				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 12 2.9		{ 15 3.5		{ 14 3.2		{ 7 1.7		{ 1.7* 1.7		{ 1.9* 2.0		{ 17 3.7	{ 3.7* 3.7	{ 14* 4.0	{ 4.1* 4.2	
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,810 5.6		{ 3,870 4.5		{ 2,920 3.4		{ 3,690 4.3										
	CBS TV	RICHIE RICH (SD)		DUNGEONS AND DRAGONS (SD)		POLE POSITION		GET ALONG GANG (SD)										
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,870 4.5		{ 3,180 3.7		{ 2,580 3.0		{ 2,830 3.3										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 18 4.5		{ 15 3.8		{ 13 2.9		{ 14 3.0		{ 3.2								
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,840 6.8		{ 4,640 5.4		{ 2,920 3.4		{ 3,010 3.5		{ 4,210 4.9	{ 12,890 15.0							
	NBC TV	ALVIN AND THE CHIPMUNKS (SD)		KIDD VIDEO (SD)		MR. T		SPIDERMAN AND FRIENDS		(1) (-OP)				NBC MAJOR LEAGUE BASEBALL N.Y. YANKEES VS BALTIMORE CINCINNATI VS ATLANTA (1:18-4:34PM)(OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,900 5.7		{ 3,870 4.5		{ 2,580 3.0		{ 2,410 2.8		{ 3,610 4.2	{ 5,150 8.0			{ 5.9* 23 *		{ 6.0* 23 *	{ 5.3* 20 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 23 5.6		{ 18 4.8		{ 13 2.9		{ 12 3.2		{ 18 4.2	{ 23 4.5		{ 5.5	{ 6.2	{ 6.0	{ 6.0	{ 5.5	{ 5.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,260 3.8		{ 3,180 3.7		{ 3,780 4.4		{ 3,690 4.3										
	ABC TV	DROIDS: ADVENTURES		SUPERPOWERS TEAM (SD)		ABC WEEKEND SPECIALS ADVENTURES OF A TWO MIN WEREWOLF, PT 2(R)		AMERICAN BANDSTAND										
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,660 3.1		{ 2,660 3.1		{ 2,830 3.3		{ 2,150 2.5										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 12 3.2	{ 3.1	{ 12 3.2	{ 3.0	{ 12 3.0	{ 3.5	{ 10 2.2	{ 2.2* 2.2		{ 2.7* 2.6							
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,070 5.9		{ 4,550 5.3		{ 3,780 4.4		{ 3,610 4.2										
	CBS TV	RICHIE RICH (SD)		DUNGEONS AND DRAGONS (SD)		POLE POSITION		GET ALONG GANG (SD)										
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,040 4.7		{ 3,610 4.2		{ 3,010 3.5		{ 3,010 3.5										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 18 4.7	{ 4.7	{ 16 4.0	{ 4.3	{ 13 3.6	{ 3.5	{ 13 3.3	{ 3.6									
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,360 7.4		{ 5,150 6.0		{ 4,380 5.1		{ 3,780 4.4		{ 4,810 5.6	{ 15,120 17.6							
	NBC TV	ALVIN AND THE CHIPMUNKS (SD)		KIDD VIDEO (SD)		MR. T		SPIDERMAN AND FRIENDS		(1) (-OP)				NBC MAJOR LEAGUE BASEBALL BALTIMORE VS BOSTON N.Y. YANKEES VS TORONTO MULTI-SEGMENT TELECAST(OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,070 5.9		{ 4,380 5.1		{ 3,610 4.2		{ 3,090 3.6		{ 4,380 5.1	{ 6,270 7.3			{ 6.4* 23 *		{ 6.9* 24 *	{ 7.6* 26 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 23 6.0	{ 5.8	{ 20 5.1	{ 5.2	{ 16 4.0	{ 4.5	{ 14 3.4	{ 3.7	{ 19 5.0	{ 25 5.8	{ 6.3		{ 6.5	{ 6.8	{ 7.0	{ 7.5	{ 7.7
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	25.6	26.1	25.4	24.4	23.0	23.4	23.3	23.4	22.7	23.0	24.1	24.9	25.3	26.0	26.2	26.7
		WK. 2	25.8	25.9	25.5	25.8	25.6	26.8	26.3	26.3	26.2	27.0	26.5	27.0	28.1	28.9	29.3	29.7

U.S. TV Households: 85,900,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (1:00-1:18PM)

For explanation of symbols, See page A.

DAY SAT. JUNE 21, 1986



## Nielson NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JUNE 14, 1986

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	4.3	4.4	4.7	4.8	4.7	4.5	4.9	5.1	5.5	5.2	5.4	6.4	6.3	5.3*	3,610	4.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	4.3	4.4	4.7	4.8	4.7	4.5	4.9	5.1	5.5	5.2	5.4	6.4	6.3	5.3*	3,090	4.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	5.8	6.0*	6.2	6.3	6.7*	6.9	6.2	5.3	5.2	5.3	5.6	5.8	5.2	5.3*	6,790	8.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	4.2	4.5*	4.8	5.2	5.3	5.2	5.3	5.6	5.8	5.2	5.3*	5.7*	5.3*	5.4	6.2	6.1*
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	4.2	4.5*	4.8	5.2	5.3	5.2	5.3	5.6	5.8	5.2	5.3*	5.7*	5.3*	5.4	6.2	6.1*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	7.2	7.8*	7.8	7.5	7.3*	8.0	8.1	3.6	3.9	3.4	3.2	3.3	3.4	3.5	5.6	6.0

TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1) WK. 2

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SAT. JUNE 21, 1986

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JUNE 15, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV WK. 1		5.4	6.4	7.3	8.7	11.7	14.2	14.9	17.0	18.4	20.0	20.5	20.8	22.2	23.0	22.8	23.2
(See Def. 1) WK. 2		7.6	8.3	9.3	10.9	13.1	14.7	15.6	17.5	19.0	20.2	21.2	22.0	21.9	22.4	22.5	22.8

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SUN. JUNE 22, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JUNE 15, 1986

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			4,380 5.1										14,520 16.9				
	ABC TV			← THIS WEEK-DAVID BRINKLEY →										U.S. OPEN GOLF-SUN. (2:00-3:30PM)				
	AVERAGE AUDIENCE (Households (000) & %)			3,010 3.5	3.4*			3.7*						5,500 6.4	3.9*		5.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			15 3.2	14 *			15 *						20 3.7	13 *	4.9	17 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)									10,390 12.1								
	CBS TV									← MICHIGAN 400 (1:00-4:30PM) →								
	AVERAGE AUDIENCE (Households (000) & %)									3,690 4.3	3.8*		4.1*		4.7*		4.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %									15 3.5	15 *		15 *		16 *	4.5	15 *	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					1,980 2.3						4,470 5.2						
	NBC TV					MEET THE PRESS						← WORLD CUP SOCCER-SUN (1:30-4:00PM) →						
	AVERAGE AUDIENCE (Households (000) & %)					1,460 1.7						1,550 1.8	2.1*		1.7*		1.7*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					7 1.7	1.8					6 2.0	8 *		6 *	1.7	6 *	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)			4,380 5.1														
	ABC TV			← THIS WEEK-DAVID BRINKLEY →														
	AVERAGE AUDIENCE (Households (000) & %)			2,750 3.2	3.4*			3.1*										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			12 3.2	13 *			12 *										
WEEK 5	TOTAL AUDIENCE (Households (000) & %)									7,900 9.2								
	CBS TV									← DETROIT GRAND PRIX (1:00-3:30PM) →								
	AVERAGE AUDIENCE (Households (000) & %)									2,830 3.3	3.8*		3.3*		3.0*		3.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %									11 3.7	15 *		12 *		10 *	3.1	11 *	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					2,490 2.9				3,610 4.2			5,670 6.6					
	NBC TV					MEET THE PRESS				← WIMBLEDON 100TH EDITION (1:00-1:55PM) (-OP) →				← WORLD CUP SOCCER-SUN (1:55-4:00PM) (OP) →				
	AVERAGE AUDIENCE (Households (000) & %)					1,800 2.1				2,060 2.4	2.4*		1,980 2.3		2.1*		2.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					8 2.2	1.9			9 2.3	9 *		8 2.0		7 *	2.0	7 *	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	23.7	24.5	24.6	25.9	25.4	25.6	25.8	26.0	26.5	27.8	28.5	29.3	29.4	30.7	31.5	
		WK. 2	23.8	25.3	26.3	26.3	25.7	25.6	26.0	27.0	27.0	27.9	29.5	30.5	30.5	30.7	31.9	

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SUN. JUNE 22, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JUNE 15, 1986

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																	2,750 3.2
	ABC TV																	ABC WRLD NWS TONITE-SU(8) (6:33-7:00PM) (OP)
	AVERAGE AUDIENCE (Households (000) & %)																	2,490 2.9
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	5.6	5.7	5.9	5.8	5.9	6.7	6.7	7.1	7.5	7.5	8.0	8.4	8.6	7.5	2.9	2.9	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																	6,610 7.7
	CBS TV																	CBS SPORTS SUNDAY
	AVERAGE AUDIENCE (Households (000) & %)																	5,930 6.9
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	4.5	4.5	4.3	4.6	4.9	3.6	3.2	3.4	3.8	4.2	4.6	4.6	6.6	7.1			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																	5,070 5.9
	NBC TV																	SPORTSWORLD SPECIAL
	AVERAGE AUDIENCE (Households (000) & %)																	2,060 2.4
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	1.7	2.0	1.8	1.5	2.1	2.3	2.4	2.5	2.3	2.6					6.2	6.4	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)																	6,360 7.4
	ABC TV																	ABC SUNDAY AFTERNOON SSBL BALTIMORE VS BOSTON N.Y. YANKEES VS TORONTO MULTI-SEGMENT TELECAST
	AVERAGE AUDIENCE (Households (000) & %)																	3,440 4.0
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	2.3	2.4	2.3	2.2	2.2	1.7	1.7	2.2	2.5	2.5	2.8	2.8			3.9	4.0	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)																	8,930 10.4
	CBS TV																	ATLANTA GOLF CLASSIC-SUN.
	AVERAGE AUDIENCE (Households (000) & %)																	5,500 6.4
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	3.4	2.9	2.9	3.7	4.0	3.9	4.5	4.6	4.6	4.8	5.4	5.5	6.1	6.7			
WEEK 6	TOTAL AUDIENCE (Households (000) & %)																	7,650 8.9
	NBC TV																	SPORTSWORLD
	AVERAGE AUDIENCE (Households (000) & %)																	3,350 3.9
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	2.1	2.6	2.7	2.7	3.2	3.6	4.1	4.3	3.7	3.6	4.1	4.7			6.5	7.1	
TV HOUSEHOLDS USING TV WK. 1		32.1	32.7	31.7	31.2	31.7	32.2	32.3	32.8	34.2	35.6	36.0	35.8	37.0	37.9	38.6	39.0	
(See Def. 1) WK. 2		31.4	31.6	31.4	31.8	33.3	33.7	34.3	34.7	34.6	35.4	36.5	37.1	38.6	40.1	41.0	41.3	

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SUN. JUNE 22, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY																			
ABC ABC BUSINESS BRIEF-MON	1	8.58- 8.59PM	8.45	6,010	7.0	6,010	7.0	13	7.0										
ABC ABC NEWSBRIEF-MON	1	9.54- 9.56PM	9.45	5,670	6.6	5,580	6.5	11	6.5										
	2	9.56- 9.57PM	9.45																
CBS AMERICAN PORTRAIT-SUS.(SUS)	1	8.58- 8.59PM	8.45									7,990	9.3	7,990	9.3	15	9.3		
EVENING TUESDAY																			
ABC ABC NEWSBRIEF-TUE		9.58- 9.59PM	9.45	10,140	11.8	10,140	11.8	21	11.8			11,600	13.5	11,600	13.5	23	13.5		
EVENING WEDNESDAY																			
ABC MACGYVER	1	8.35- 9.35PM	-GRID 9.30	16,660	19.4	11,080	12.9	23											
									15.1										
ABC ABC BUSINESS BRIEF-WED	2	8.57- 8.59PM	8.45																
	1	9.33- 9.34PM	9.30	10,820	12.6	10,820	12.6	21	12.6			9,530	11.1	8,930	10.4	20	10.4		
ABC HARDCASTLE & MCCORMICK	1	9.35-10.35PM	-GRID 10.30	18,550	21.6	13,230	15.4	26											
									15.8										
ABC ABC NEWSBRIEF-WED	2	9.58- 9.59PM	9.45																
	1	10.33-10.34PM	10.30	10,220	11.9	10,220	11.9	21	11.9			8,330	9.7	8,330	9.7	17	9.7		
ABC HOTEL	1	10.35-11.35PM	-GRID 11.00 11.15	15,810	18.4	11,510	13.4	27											
							13.7*	28*	13.9 13.5										
CBS AMERICAN PORTRAIT-SUS(SUS)	2	8.28- 8.29PM	11.30 8.15						11.7										
CBS FOLEY SQUARE	1	8.35- 9.05PM	-GRID 9.00	6,870	8.0	5,330	6.2	11											
									6.6										
CBS AMERICAN PORTRAIT-SUS(SUS)	1	8.58- 8.59PM	8.45																
CBS AIRWOLF	1	9.05-10.05PM	-GRID 10.00	10,220	11.9	5,930	6.9	12											
									8.5										
CBS WEST 57TH	1	10.05-11.05PM	-GRID 11.00	12,460	14.5	7,300	8.5	16											
									9.4										
NBC ST. ELSEWHERE	1	10.30-11.30PM	-GRID 11.00 11.15	14,600	17.0	10,140	11.8	23											
							11.7*	24*	12.1 11.3										
EVENING THURSDAY																			
ABC ABC NEWSBRIEF-THU		9.58- 9.59PM	9.45	6,530	7.6	6,530	7.6	14	7.6			6,440	7.5	6,440	7.5	13	7.5		
EVENING FRIDAY																			
ABC ABC BUSINESS BRIEF-FRI		8.42- 8.43PM	8.30	8,500	9.9	8,500	9.9	22	9.9			9,450	11.0	9,450	11.0	23	11.0		
ABC ABC NEWSBRIEF-FRI		9.58- 9.59PM	9.45	5,760	6.7	5,760	6.7	13	6.7			7,040	8.2	7,040	8.2	15	8.2		
CBS AMERICAN PORTRAIT SUS(SUS)		8.58- 8.59PM	8.45																
EVENING SATURDAY																			
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	4,640	5.4	4,640	5.4	12	5.4			4,900	5.7	4,900	5.7	13	5.7		
ABC ABC NEWSBRIEF-SAT.	2	9.54- 9.55PM	9.45									4,380	5.1	4,380	5.1	10	5.1		
	1	10.01-10.02PM	10.00	7,820	9.1	7,820	9.1	19	9.1										
CBS SPORTSBREAK-SAT	1	8.57- 8.58PM	8.45	5,930	6.9	5,930	6.9	15	6.9										
CONT'D																			



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING SATURDAY-CONT'D																	
CBS SPORTSBREAK-SAT-CONT'D	2	8.58- 8.59PM	8.45								7,300	8.5	7,300	8.5	19	8.5	
CBS NEWSBREAK-SAT.		9.58- 9.59PM	9.45	4,640	5.4	4,640	5.4	11	5.4		8,070	9.4	8,070	9.4	19	9.4	
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	8,250	9.6	8,250	9.6	21	9.6		8,850	10.3	8,850	10.3	23	10.3	
NBC NBC NEWS DIGEST-2-SAT.	1	9.58- 9.59PM	9.45	9,960	11.6	9,960	11.6	24	11.6								
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	1	8.26- 8.27PM	8.15	9,190	10.7	9,190	10.7	23	10.7		9,620	11.2	9,620	11.2	21	11.2	
	2	9.29- 9.30PM	9.15								10,910	12.7	10,910	12.7	23	12.7	
ABC ABC NEWSBRIEF-SUN.	2	9.58- 9.59PM	9.45														
	1	10.04-10.05PM	10.00	8,590	10.0	8,590	10.0	18	10.0								
CBS SPORTSBREAK-SUN		8.58- 8.59PM	8.45	11,170	13.0	11,170	13.0	26	13.0		10,480	12.2	10,480	12.2	23	12.2	
CBS NEWSBREAK-SUN.	2	9.53- 9.54PM	9.45								9,110	10.6	9,110	10.6	19	10.6	
	1	10.01-10.02PM	10.00	8,330	9.7	8,330	9.7	18	9.7								
NEC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	4,470	5.2	4,470	5.2	10	5.2		4,720	5.5	4,720	5.5	11	5.5	
NBC NBC NEWS DIGEST-2-SUN.	2	10.00-10.01PM	10.00								6,870	8.0	6,870	8.0	15	8.0	
EVENING MONDAY-FRIDAY																	
ABC ABC NEWS:NIGHTLINE		>	11.30 11.45	5,330	6.2	4,550	5.3	15	6.2 4.7	MTUTH MTUTH	5,930	6.9	4,640	5.4	15	6.1 4.6	M-F M-F
ABC U.S. OPEN GOLF-FRI.(S)	1	11.30-12.00MD	12.00 11.30 11.45	4,300	5.0	3,520	4.1	11	4.2 4.7 3.6	TUE. FRI. FRI.						3.9	TUWF
ABC U.S. OPEN GOLF-THU.(S)	1	11.30-11.45PM	11.30	4,980	5.8	4,900	5.7	16	5.7	THU.							
ABC ABC NEWS:NIGHTLINE FRI(B)	1	12.00-12.30AM	12.00 12.15	3,610	4.2	2,920	3.4	11	3.6 3.2	FRI. FRI.							
ABC ABC NEWS:NIGHTLINE-THU(B)	1	12.00-12.27AM	12.00 12.15	3,440	4.0	2,920	3.4	13	3.7 3.1	THU. THU.							
ABC ABC NEWS:NIGHTLINE-WED(B)	1	12.05-12.36AM	12.00 12.15 12.30	4,980	5.8	4,120	4.8	17	5.7 4.5 3.9	WED. WED. WED.							
ABC EYE ON HOLLYWOOD		>	12.00 12.15 12.30 12.45 1.00	1,120	1.3	940	1.1	7	1.2 1.2 1.2 1.0	MTUTH TU&TH MTUTH MTUTH	1,460	1.7	1,200	1.4	7	1.5 1.3 1.3 1.6 1.4	M-F M-TH TUWF TUWF FRI.
CBS AMERICAN PORTRAIT		8.58- 8.59PM	8.45	7,130	8.3	7,130	8.3	15	8.3	TU&TH	9,110	10.6	9,110	10.6	19	10.6	MTUTH
CBS NEWSBREAK-M-F		>	9.45 10.00	6,360	7.4	6,360	7.4	13	7.9 5.4	M-F WED.	5,760	6.7	5,760	6.7	12	6.7	M-F
CBS CBS LATE NIGHT I		>	11.30 11.45 12.00 12.15 12.30 12.45 1.00	6,530	7.6	4,120	4.8	17	5.1 4.7 4.8 4.6 4.7	M-F M-F M-F M-F M-F	6,270	7.3	4,040	4.7	18	5.2 4.9 4.7 4.4 4.4 4.2 4.1	M-F MWTHF M-F M-F M-F M-F TUE.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVE. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVE. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY-FRIDAY-CONT'D																	
CBS CBS SP RPT:BURGER RESIGNS(S)	2	11.30-12.00MD	11.30 11.45								6,100	7.1	4,810	5.6	17	6.2 4.9	TUE. TUE.
CBS CBS LATE NIGHT II		>	12.30 12.45 1.00 1.15 1.30 1.45	3,780	4.4	2,750	3.2 3.5*	19 18*	3.9 3.3 3.1 2.9 2.3	M-F M-F M-F M-F WED.	3,260	3.8	2,410	2.8 3.0*	18 16*	3.4 2.8 2.8 2.5 2.7 2.4	M-F M-F M-F M-F TUE. TUE.
CBS CBS NEWS NIGHTWATCH-1		VARIOUS TIMES	(SUS)														
		2.00- 2.30AM	2.00 2.15	940	1.1	860	1.0	11	1.1 1.0	M-THSU M-THSU	860	1.0	770	.9	10	.9 .8	MWTHSU MWTHSU
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	+GRID 2.30 2.45	1,290	1.5	1,200	1.4	19	1.5 1.4	M-THSU M-THSU	1,200	1.4	1,120	1.3	18	1.3 1.2	M-THSU M-THSU
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.00 3.15 3.30 3.45 4.00 4.15	1,890	2.2	1,120	1.3 1.5*	27 25*	1.5 1.5 1.4 1.4 1.3 1.3	M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU	1,800	2.1	940	1.1 1.3*	23 22*	1.4 1.3 1.2 1.2 1.1 1.1	M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU
			4.30 4.45 5.00 5.15 5.30 5.45				1.3*	30*	1.3 1.2 1.1 1.1 1.1 1.0	M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU				1.0*	24*	1.0 1.0 .9 1.0 1.0 .9	M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU
NBC NBC NEWS DIGEST-M-F		>	8.45 9.15	8,330	9.7	8,330	9.7	18	9.5 10.3	M-F WED.	7,900	9.2	7,900	9.2	17	9.2	M-F
NBC NBC NEWS DIGEST-2-M-F	1	9.58- 9.59PM	9.45	8,250	9.6	8,250	9.6	17	9.6	TU&TH							
NBC TONIGHT SHOW	2	>	9.45								8,500	9.9	8,500	9.9	17	9.9	MW
			11.30 11.45 12.00 12.15 12.30 12.45	9,710	11.3	6,180	7.2 8.1*	24 23*	8.3 7.8 7.5 6.2 6.3 5.2	M-F MTUTHF M-F M-F WED. WED.	10,820	12.6	6,700	7.8 8.6*	25 24*	8.7 8.4 7.5 6.5	M-F M-F M-F M-F
								6.9*	24*					7.0*	25*		
								5.8*	27*								
NBC DAVID LETTERMAN I		>	12.30 12.45 1.00 1.15	4,040	4.7	3,260	3.8	20	4.2 3.7 3.8 3.1	M-TH MTUTH WED. WED.	4,720	5.5	3,870	4.5	22	4.8 4.1	M-TH M-TH
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30 12.45 1.00 1.15 1.30 1.45	6,100	7.1	3,090	3.6 4.6*	18 18*	5.1 4.1 3.7 3.3 2.9 2.6	FRI. FRI. FRI. FRI. FRI. FRI.	4,810	5.6	2,660	3.1 3.5*	16 15*	3.8 3.3 3.3 3.0 2.7 2.3	FRI. FRI. FRI. FRI. FRI. FRI.
								3.5*	18*					3.1*	17*		
								2.8*	18*					2.5*	17*		
NBC DAVID LETTERMAN II CONT'D		>	1.00	2,830	3.3	2,410	2.8	19	3.0	M-TH	3,520	4.1	2,830	3.3	22	3.6	M-TH

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																			
NBC DAVID LETTERMAN II-CONT'D			1.15 1.30 1.45						2.6 2.7 2.6	MTUTH WED. WED.							3.0	M-TH	
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,630	1.9	1,550	1.8	22	1.8	M-F		1,630	1.9	1,460	1.7	21	1.7	M-F	
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,230	2.6	2,060	2.4	20	2.4	M-F		2,150	2.5	2,060	2.4	20	2.4	M-F	
ABC FAME,FORTUNE-ROMANCE-FRI(S)	2	11.00-11.30AM	11.00 11.15									2,320	2.7	1,800	2.1	8	2.2 2.1	FRI. FRI.	
ABC FAME,FORTUNE-ROMANCE-MON(S)	2	11.00-11.30AM	11.00 11.15									2,580	3.0	2,230	2.6	10	2.5 2.7	MON. MON.	
ABC FAME,FORTUNE-ROMANCE-THU(S)	2	11.00-11.30AM	11.00 11.15									3,180	3.7	2,580	3.0	12	2.9 3.0	THU. THU.	
ABC FAME,FORTUNE-ROMANCE-TUE(S)	2	11.00-11.30AM	11.00 11.15									3,440	4.0	2,830	3.3	13	3.2 3.3	TUE. TUE.	
ABC FAME,FORTUNE-ROMANCE-WED(S)	2	11.00-11.30AM	11.00 11.15									2,580	3.0	2,150	2.5	10	2.3 2.7	WED. WED.	
ABC ABC SPECIAL REPORT-2:00P(SUS)	2	2.00- 2.33PM	2.00															TUE.	
ABC ONE LIFE TO LIVE	2	>	-GRID									8,420	9.8	6,530	7.6	25		M-F	
			2.15 2.30 2.45														7.4 7.6 7.9	M-THF M-F M-F	
ABC ABC DAYTIME NEWSBRIEF-M-F	1	>	2.45	6,610	7.7	6,530	7.6	27	7.6	M-F		6,960	8.1	6,960	8.1	27	8.1	M-F	
	2	2.58- 2.59PM	2.45																
ABC ABC NOTEBOOK(S)	1	4.00- 4.30PM	4.00 4.15	3,780	4.4	3,010	3.5	12	3.9 3.1	WED. WED.									
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30 6.45	1,720	2.0	1,370	1.6	19	1.4 1.7	M-F M-F		1,460	1.7	1,200	1.4	17	1.3 1.4	M-F M-F	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,840	6.8	5,580	6.5	26	6.5	M-F		5,760	6.7	5,580	6.5	25	6.5	M-F	
CBS YOUNG AND RESTLESS-TUE(B)	2	12.30- 1.00PM	12.30 12.45									7,560	8.8	6,530	7.6	27	7.2 8.0	TUE. TUE.	
CBS YOUNG AND THE RESTLESS	2	>	-GRID 12.45 1.00 1.15									9,880	11.5	7,650	8.9	30		M-F M-THF M-F M-F	
																	9.0* 9.0	30* M-F	
CBS AS THE WORLD TURNS	2	>	-GRID 2.00 2.15									7,470	8.7	5,930	6.9 7.0*	22 23*		M-F M-THF M-THF	
																	7.1 6.8	TUE. TUE.	
CBS CBS NEWS SP RPT 1:BURGER(SUS)	2	2.00- 2.30PM	2.00																
CBS NEWSBREAK-3.44		>	3.30	5,240	6.1	5,240	6.1	20	6.1	M-F		4,900	5.7	4,900	5.7	18	5.7	M-F	
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	4,810	5.6	4,810	5.6	18	5.6	MWF		4,210	4.9	4,210	4.9	15	4.9	MWF	
CBS AMERICAN TREASURY SUS(SUS)		3.58- 3.59PM	3.45							THU.								THU.	
CBS AMERICAN TREASURY-SUS(SUS)		3.58- 3.59PM	3.45							TUE.								TUE.	
NBC NBC NEWS AT SUNRISE CONT'D		6.30- 7.00AM	6.30	2,580	3.0	1,890	2.2	20	1.7	M-F		2,320	2.7	1,630	1.9	17	1.5	M-F	



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
NBC NBC NEWS AT SUNRISE-CONT'D			6.45						2.7	M-F							2.3	M-F	
NBC ANOTHER WORLD	2	>	-GRID 2.15 2.30 2.45									6,700	7.8	5,240	6.1	20		M-F	
																6.1*	20*	M-F	
NBC ANOTHER WORLD(B)	2	2.01- 2.31PM	2.00 2.15 2.30									2,060	2.4	1,980	2.3	8		M-F	
																2.3	TUE.		
NBC NBC NEWS SPECIAL REPORT(SUS)	2	2.00- 2.31PM	2.00													2.2	TUE.		
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	4,120	4.8	4,120	4.8	17	4.8	MWF		4,550	5.3	4,550	5.3	17	5.3	MWF	
DAY SATURDAY																			
ABC ABC FUN FIT-8:25AM		8.25- 8.29AM	8.15	1,980	2.3	1,720	2.0	14	2.0			1,800	2.1	1,550	1.8	13	1.8		
ABC ABC FUN FIT-11:55AM		11.55-11.59AM	11.45	3,180	3.7	2,750	3.2	13	3.2			3,180	3.7	2,660	3.1	12	3.1		
CBS IN THE NEWS- 8.26AM-SUS(SUS)		8.26- 8.29AM	8.15																
CBS IN THE NEWS- 8.56AM-SUS(SUS)		8.56- 8.59AM	8.45																
CBS ASTRO MINUTE-11.26AM		11.26-11.29AM	11.15	4,380	5.1	3,870	4.5	18	4.5			4,380	5.1	3,870	4.5	17	4.5		
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	2,920	3.4	2,660	3.1	13	3.1			3,690	4.3	3,440	4.0	15	4.0		
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	2,490	2.9	2,410	2.8	12	2.8			3,350	3.9	3,090	3.6	14	3.6		
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	1,890	2.2	1,720	2.0	14	2.0			2,660	3.1	2,580	3.0	22	3.0		
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	3,690	4.3	3,520	4.1	23	4.1			3,950	4.6	3,780	4.4	25	4.4		
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	6,270	7.3	6,100	7.1	30	7.1			6,010	7.0	5,840	6.8	26	6.8		
NBC ONE TO GROW ON-11:28AM		11.28-11.30AM	11.15	5,150	6.0	4,980	5.8	23	5.8			5,070	5.9	4,980	5.8	22	5.8		
NBC ONE TO GROW ON-11:58AM		11.58-12.00NN	11.45	3,780	4.4	3,520	4.1	17	4.1			4,470	5.2	4,300	5.0	19	5.0		
NBC NBC MAJOR LEAGUE PRE GAME		1.00- 1.18PM	-GRID 1.15	4,210	4.9	3,610	4.2	18	4.3			4,810	5.6	4,380	5.1	19		5.6	
NBC NBC MAJOR LEAGUE BASEBALL	1	1.18- 4.34PM	-GRID	12,890	15.0	5,150	6.0	23				15,120	17.6	6,270	7.3	25			
	2	1.18- 4.37PM	-GRID 4.30 4.45						6.1							6.6*	22*	6.9	1.2
DAY SUNDAY																			
ABC U.S. OPEN GOLF-SUN.(S)	1	2.00- 6.33PM	-GRID 6.30	14,520	16.9	5,500	6.4	20	6.6										
NBC WIMBLEDON 100TH EDITION(S)	2	1.00- 1.55PM	-GRID 1.45									3,610	4.2	2,060	2.4	9			
																2.4*	9*	2.3	